

US DISTRIBUTION JOURNAL

America's wholesale distributors get a lot of specialized magazines. But only one magazine specializes in them.

U.S. Distribution Journal is about everything America's full-line distributors sell and do. We embrace the whole wholesaler—from products to productivity, from logistics to marketing. And they embrace us.

Each monthly issue features: Industry news and commentary not found in publications that cover wholesalers as a sideline; targeted news pages for the **Convenience Distributor** and **Grocery Distributor Today**; our unique profiles of **Distribution People**; our **Product Update** section featuring the latest in packaged goods and technology; our **Faces & Places** photo feature; and much more.

In 1993 Distribution Journal is introducing an important new department about **customer service**. Every issue we'll examine the selling issues, merchandising ideas and marketing strategies critical to America's full-line wholesalers—and their nearly 200,000 retail customers.

We're also expanding our popular **TechWatch** section with more information on the equipment, systems and technology today's wholesaler must have to keep costs low and productivity high.

Next time you think about your product, consider where it would be without America's wholesale distributors. Then think about U.S. Distribution Journal, the one publication that's written just for them.

U.S. Distribution
Journal

SPACE
NATURAL
CLOSING

U.S.
1993

CLOSES	
JANUARY	December 1
FEBRUARY	January 4
MARCH	February 1
APRIL	March 1
MAY	April 1
JUNE	May 3
JULY	June 1
AUGUST	July 1
SEPTEMBER	August 2
OCTOBER	September 1
NOVEMBER	October 1
DECEMBER	November 1

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